

# Drug Free Action Alliance

The Ohio College Initiative



Drug Free Action Alliance

# What Ohio is doing. . .



**DFAA**  
Drug Free Action Alliance



# The Ohio College Initiative

- Striving to achieve cultural change by altering physical, social, economic and legal environments to influence the decision that students make about alcohol use and other substances
- The Higher Education Center for Alcohol and Other Drug Prevention – guiding force
- College Presidents are asked to sign a letter of commitment

# The Ohio College Initiative

- Began in 1996 with 19 original colleges
- 2012, grew to 46 Ohio Colleges
- 4 Community Colleges
- Federally funded through the ODADAS
- Great diversity: public, private, large, small, rural urban

# 5 Strategies for Environmental Change

- Limit alcohol availability
- Increase enforcement of laws and policies
- Restrict marketing and promotion of all alcohol
- Change the normative environment and correct misperceptions of social norms
- Offer alcohol free social, recreational and extracurricular options



# Address on 3 fronts. . .

1. Individuals at risk or alcohol dependent drinkers
2. Student population as a whole
3. College and surrounding community

Created the 3 –in-1 Framework

Use alcohol policies and prevention programs based on scientific evidence

# College and Surrounding Community

When framed as community and college problem, leaders from both come together

- Policy and enforcement reforms affect the total drinking environment
- Town/gown relationships improve overall

# Effective Prevention

How it works in Ohio –

1. DFAA , the convener
2. Trainings, Technical Assistance, Meetings
3. Toolkits Online
4. Monthly Communications
5. Mentorships – established project directors with new ones



# Key Strategies . . .

- ⊙ Engaging Presidents
- ⊙ Networking - learning from one another
  - > Recovery housing
  - > Campus wide smoking ban
  - > Amnesty
  - > Marijuana
  - > Prescription Drug Abuse

# Bigger than any one of us. . .

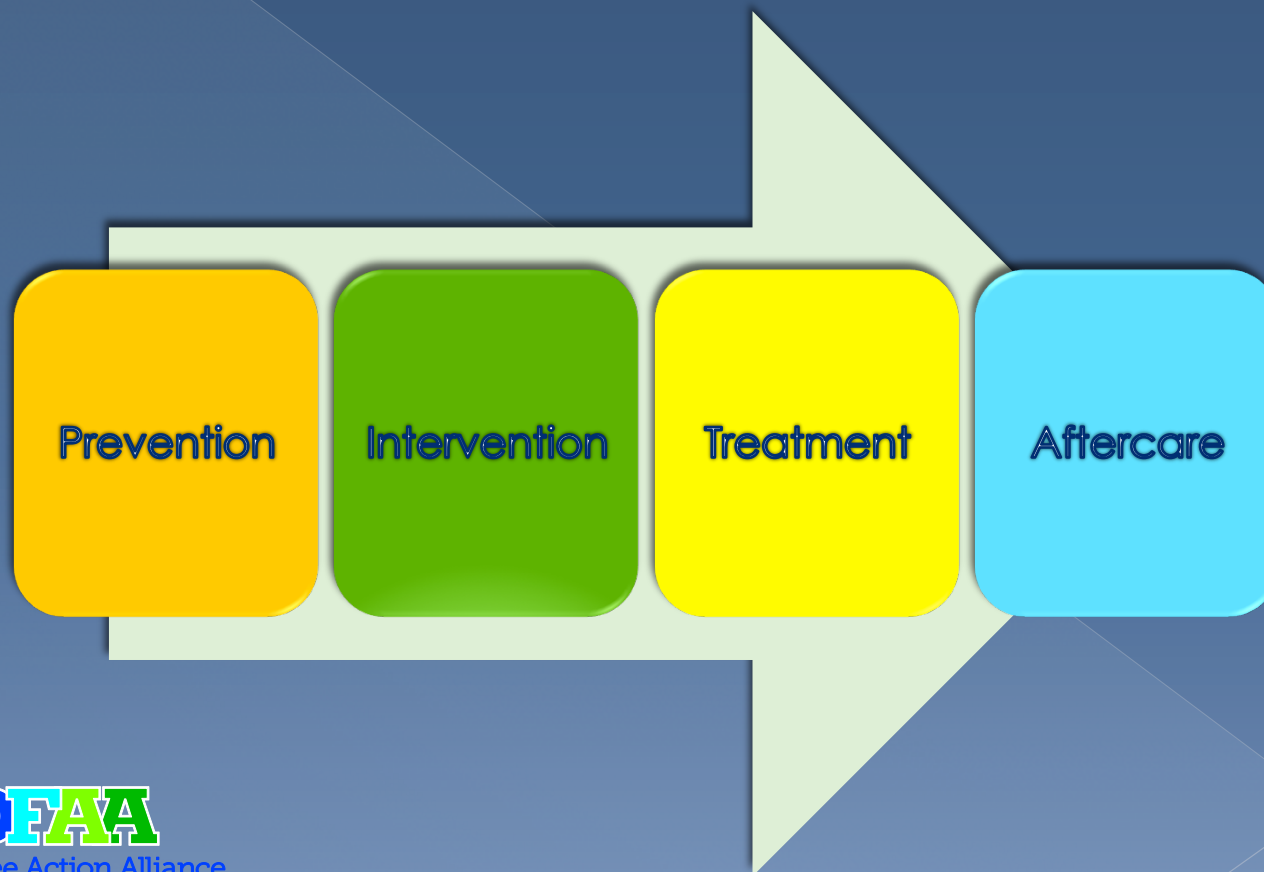


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# Continuum of Care

p.i.t.a.



# Effective partnerships

A group  
of community members  
(stakeholders)  
who work together  
to solve the community's problems  
and guide the community's future.

# What do partnerships do?

- Affect the entire social environment
- Develop a broad base of support and teamwork.
- Bring results that are long lasting



# Partnership Advantages

- Facilitate capacity building
  - Maximize the power of individuals/ organizations
  - Mobilize talent
  - Develop widespread support
  - Leverage additional dollars

# Successful Collaboration Requires:

- Shared vision
- Mutual interests
- Time
- Energy
- Institutional support
- Broad-based representation
- Supportive relationships
- Trust
- Sharing information
- Mutual respect & equality
- Clear & agreed upon processes
- Attention to group processes
- Patience
- Commitment
- Incentives & rewards
- Fun



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# Community Wheel





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